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California Polytechnic State University

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FOR IMMEDIATE RELEASE

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Cal Poly Records Highest Number of Applicants for 13th Straight Year

SAN LUIS OBISPO – For the thirteenth year in a row, Cal Poly has received a record number of undergraduate applications. For the 2007 fall quarter the university received a total of 34,173 applications, up 11 percent from 30,786 in 2006.

Of the 30,000 first-time freshmen who submitted applications, 2,575 were submitted as early decision applications, or applications for students who made Cal Poly their first choice. The early decision selection will be determined the week of Dec. 11 with notifications mailed to students Dec. 15.

"We are pleased with the cooperative efforts and support of our seven colleges in the recruitment process," said James Maraviglia, assistant vice president of Admissions, Recruitment, and Financial Aid. "Through an integrated effort involving the entire campus, more than 90 percent of our fall applicants have either established a virtual relationship with Cal Poly or visited the university in person -- or both."

The university's recruitment process extensively integrates technology with stylized web and e-mail content and furthers the relationship between prospective students and the campus. Using targeted e-mail campaigns and creating customized web pages for prospective students, the technology allows recruiters to tailor content to match an individual student's interests.

Since the entire campus community is involved, both students and faculty take part in marketing campaigns through video feeds, web pages with dynamic content and virtual campus tours.

At the forefront of the recruitment process are the customizable web pages for applicants, accessed through a VIP portal account, and Cal Poly's online digital viewbook. Both are linked from the Cal Poly Admissions Web site. For more information visit, <http://www.ess.calpoly.edu/admiss>.

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